

## **Tea in Lithuania**

Market Direction | 2024-01-12 | 20 pages | Euromonitor

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### **Report description:**

Lithuania has a solid coffee-drinking culture, and its popularity far outweighs tea drinking. Traditionally, tea was normally consumed as an addition to the daily intake of hot drinks. However, its popularity waned across the review period as the coffee culture expanded. Black tea has been in constant value decline over the review period, a trend that did not reverse, even during the COVID-19 pandemic. However, green tea has performed better, recording double-digit growth in retail value sales i...

Euromonitor International's Tea in Lithuania report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2019-2023, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they legislative, distribution or pricing issues. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Black Tea, Fruit/Herbal Tea, Green Tea, Instant Tea, Other Tea.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- \* Get a detailed picture of the Tea market;
- \* Pinpoint growth sectors and identify factors driving change;
- \* Understand the competitive environment, the market's major players and leading brands;
- \* Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Euromonitor International  
January 2024

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Herbal tea has the strongest growth potential, aligning with the self-medication trend  
Svencioniu Vaistazoles retains its lead, offering functional tea to consumers

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